



**Free Questions for MCE by actualtestdumps**

**Shared by Meyers on 09-08-2024**

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# Question 1

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**Question Type: MultipleChoice**

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Given the Active Lead Model program:

Marketing Activities...

- Operational Programs
  - 2015 Website Content
  - Data Management
  - Insideview
  - Lead Lifecycle
  - Lead Scoring
    - Active Lead Scoring Model**
      - Behavioral Scoring
      - Data Management Scoring
      - Demographic Scoring
      - z\_Archive
      - Marketing Inbox
      - Preference Management
      - Sales Insight Emails

Active Lead Scoring Model    Assets    Setup    My Tokens

New    Program Actions    Edit Token    Delete Token

These tokens can be referenced using this naming convention: {{my.My Token}}

Ty...	Token Name	Value
Local (5 Tokens)		
★	{{my.B - Video - 100 Percent}}	+16
★	{{my.B - Video - 25 Percent}}	+2
★	{{my.B - Video - 50 Percent}}	+4
★	{{my.B - Video - 75 Percent}}	+8
★	{{my.B - Video - Played}}	+1
Inherited (44 Tokens)		
★	{{my.B - Clicks Link in Any Email}}	+10
★	{{my.B - Clicks Link in Any Sales Emai...	+15
★	{{my.B - Downloads Early Stage Cont...	+10
★	{{my.B - Email Bounces}}	-25
★	{{my.B - Fills Out Contact Us Form}}	+50

From where are the tokens inherited?

**Options:**

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- A- Behavioral Scoring folder
- B- Lead Scoring folder
- C- z\_Archive folder
- D- Active Lead Scoring Model program

**Answer:**

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B

**Explanation:**

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<https://nation.marketo.com/t5/Product-Blogs/Sample-Questions-for-MCE-Exam-Targeting-Personalization/bc-p/243024>

## Question 2

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**Question Type:** MultipleChoice

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What is the difference between hard bounces and soft bounces?

### Options:

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- A- A hard bounce happens when an email is rejected by a spam filter; a soft bounce means an email address is invalid.
- B- A hard bounce renders a lead email address invalid; a soft bounce gets automatically resolved within a few days.
- C- A soft bounce renders a lead email address invalid; a hard bounce gets automatically resolved within a few days.
- D- A soft bounce happens when an email is rejected by a spam filter; a hard bounce means an email address is invalid.

### Answer:

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B

### Explanation:

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<https://docs.marketo.com/display/public/DOCS/Hard+and+Soft+Bounces+in+Email>

## Question 3

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**Question Type: MultipleChoice**

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Which two statements differentiate smart lists from segmentations? (Choose two.)

**Options:**

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- A- A lead can exist in multiple segments within the same segmentation.
- B- Smart lists can only generate information on the lead for the past 90 days.
- C- A lead can exist in multiple smart lists.
- D- Snippets can be dynamically changed based on segmentation.
- E- Snippets are created from smart lists.

**Answer:**

---

C, D

## Question 4

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**Question Type: MultipleChoice**

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Which type of email can be sent without an unsubscribe link at the bottom?

**Options:**

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- A- A monthly newsletter for clients
- B- An ongoing nurture for prospects
- C- An autoresponder for a webinar registration
- D- A trade show invitation for past attendees

**Answer:**

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C

## Question 5

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**Question Type:** MultipleChoice

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Which form option is needed to use advanced thank you pages?

**Options:**

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- A- External URL
- B- Form defined

C- None

D- Another available landing page

**Answer:**

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A

**Explanation:**

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<https://nation.marketo.com/t5/Product-Discussions/How-To-Handle-Multiple-External-Thank-You-Pages-From-a-Single/td-p/36856>

## Question 6

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**Question Type: MultipleChoice**

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Which type of leads will receive a non-operational email?

**Options:**

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- A- Marketable leads
- B- Marketing suspended leads
- C- Blacklisted leads
- D- Unsubscribed leads

**Answer:**

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D

**Explanation:**

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<https://nation.marketo.com/t5/Product-Documents/How-Does-Marketo-Decide-Whether-a-Person-Receives-Email-or-Not/ta-p/250309>

## Question 7

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**Question Type:** MultipleChoice

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What is required if a marketing manager wants to send one email to two segments, but the header image will be different for each segment?

**Options:**

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- A- System tokens
- B- Smart lists
- C- An approved snippet
- D- An approved segmentation

**Answer:**

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C

## Question 8

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**Question Type: Hotspot**

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Match each Webinar Program Status with its effect on the webinar provider or Marketo.

Answer options may be used more than once or not at all.

Invited

Sends Marketo which leads did not Attend  
 Marks lead as watched recording  
 Registers the Lead with the webinar provider  
 Does nothing  
 Sends Marketo which leads Attended

Answer:

## Question 9

Question Type: Multiple Choice

By completing a form on the website, a lead is indicating interest in exploring the company products and solutions and is deemed sales ready.

How can this be communicated to sales?

Sends Marketo which leads did not Attend  
 Marks lead as watched recording  
 Registers the Lead with the webinar provider  
 Does nothing  
 Sends Marketo which leads Attended

Attended

Options:

- A- Use a Trigger Campaign to Send Alert
- B- Use a Trigger Campaign to Send Email
- C- Create a Lead Performance report for sales
- D- Change the Lead Score for the lead

Sends Marketo which leads did not Attend  
 Marks lead as watched recording  
 Registers the Lead with the webinar provider  
 Does nothing  
 Sends Marketo which leads Attended

Registered

Sends Marketo which leads did not Attend  
 Marks lead as watched recording  
 Registers the Lead with the webinar provider  
 Does nothing

**Answer:**

---

D

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